## News from the Wyoming Department of Health

Thursday, November 9, 2006

## **New Anti-Meth Advertising Campaign Set to Begin**

The Wyoming Department of Health, through its Substance Abuse Division, will start airing new anti-meth television commercials statewide Monday as part of a hard-hitting media campaign that also includes posters, newspaper advertising and a website.

õOur previous efforts successfully raised awareness about the seriousness of Wyoming & meth problem,ö said Dr. Brent Sherard, Wyoming Department of Health director. õWith this new campaign, we want to maintain that level of awareness, encourage more involvement in anti-meth community efforts and discourage meth use among young people.ö

õMeth dealers are not shy and they are playing hardball in their search for new customers,ö Sherard continued. õTo fight them, a strong approach is needed.ö

õWe realize the new television commercials will not be easy for everyone to watch, and the posters and newspaper ads are frankly a little harsh,ö Sherard said. õWeøre asking people to keep in mind that we are targeting 12 to 24 year olds, and the same old approach just isnøt enough to hold their attention.ö

Two television commercials have been produced and will air statewide on Wyoming television stations and cable providers. One of the spots describes the effects of meth in a horror movie-like setting; the other depicts the brain damage meth can cause with a series of graphic visual images.

Thousands of interactive posters will also be distributed throughout the state. Each poster features a onormalo photo of a face, an arm or a mouth with perforated tear-offs that help reveal the harm to skin and teeth that meth users frequently experience. The planned Wyoming newspaper advertisements are similar to the posters.

Each element of the media campaign encourages Wyoming residents to visit the department new anti-meth website at **methkillswyoming.org.** This site was designed as an interactive, no-nonsense source of information about methamphetamine, the drug feffects, how to get help and how to get involved at the community level. The campaign television commercials and newspaper advertisements can also be viewed on the site.

õWe are excited about this media campaign, but it is not our department only meth prevention effort. We are taking a balanced approach to the problem by working with community members, os aid Steve Gilmore, administrator of the Wyoming Department of Health Substance Abuse Division. Gilmore noted his division of oCore Team of effort to support local initiatives and continuing education presentations around the state.